"and to think he was 4F -before he was put on Natural B!"

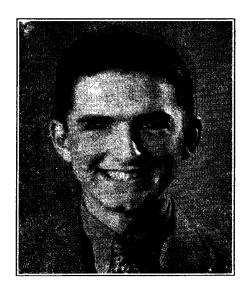


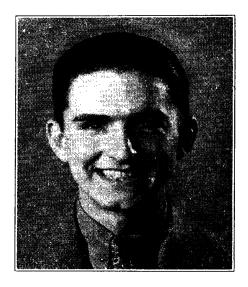
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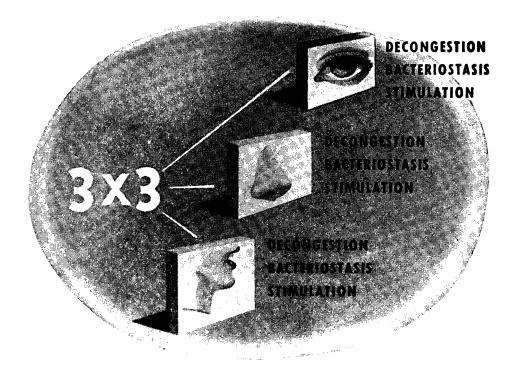
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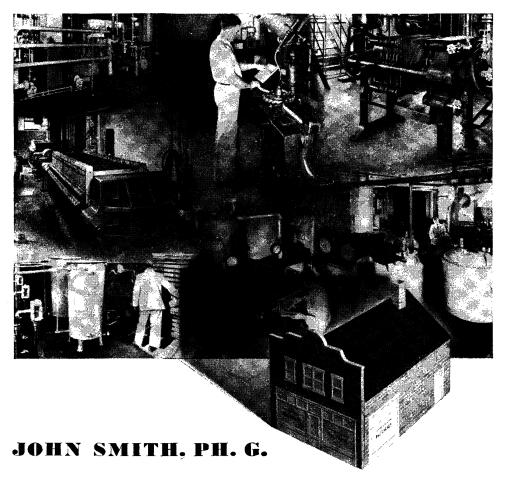
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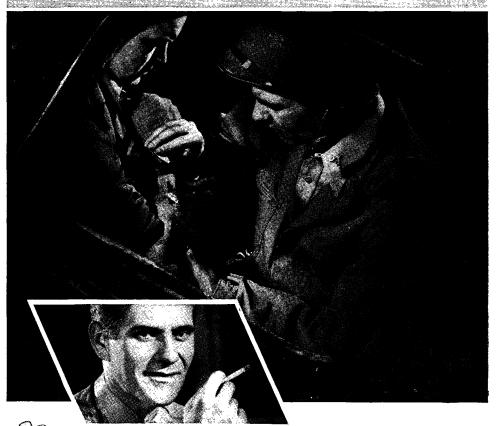


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EMERGENCY IN A FRYING PAN'



They call it the hottest spot in war... the blistering gullet of a front-line tank. But medical officers don't hesitate... down they go to the casualties. Tough? Sure—but routine to the war doctor. Heroic risks, exhausting shifts; no special praise. He's thankful for "time off" now and then. Time for a friendly smoke... Camel preferably... the first choice of our men at war.

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*With men in the Army, the Navy,
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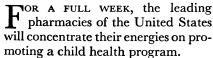
New reprint available on cigarette research—Archives of Otolaryngology, March, 1943, pp. 404-410. Camel Cigarettes, Medical Relations Division, One Pershing Square, New York 17, N. Y

A national responsibility

CHILD HEALTH

Week

April 30-May 6



They will have special educational displays—they will talk to parents—they will encourage them to visit physicians for regular child health examinations and immunizations against the common diseases. All this effort will be directed toward stimulating parents to more active cooperation in child health measures.

As our share in this constructive program Lederle Laboratories has provided leading pharmacies with ethical, educational display materials. Our medical representatives will make sure that adequate stocks of immunizing products are on hand for your use.

When calling for vaccines and serums specify

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6th Annual

NATIONAL POSTURE WEEK

The annual observance of National Posture Week has done much to focus nation-wide attention on the significance of good posture and has encouraged many suffering from poor body mechanics to seek professional counsel.

The importance of good posture to good health and physical fitness will again be emphasized through the distribution of ethical and authoritative literature to schools, colleges, industrial and professional public health educational groups. Large numbers of physicians, educators and groups in the field

of public health have expressed their appreciation for this work.

It is our hope that our current campaign and efforts will continue to merit this approval and contribute further to America's victory program for physical fitness and for the arduous post-war readjustment period which is anticipated.

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Estrogenic Hormones, R & C, are rigidly standardized—highly potent—and available for either parenteral or oral administration in a wide choice of unitages. So economical is Estrogenic Hormones, R & C, that this form of therapy is being extended to patients heretofore denied the benefits of treatment with the highest quality mixed natural estrogens.

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MIXED, NATURAL ESTROGENS in Oil Solution (2,000, 6,000, 10,000 and 25,000 I. U. per cc.), or in Tablet form (1,000 and 5,000 I. U.)

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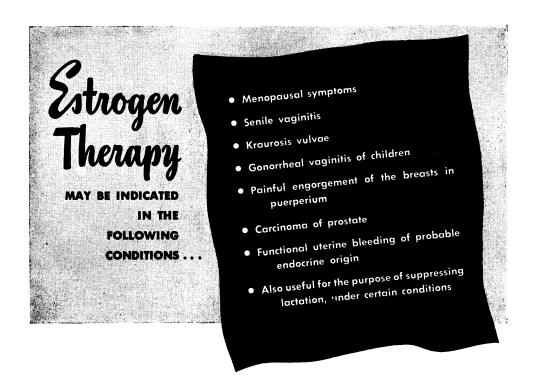
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A preparation of natural estrogens, Amniotin is also available. It is obtained from urine of pregnant mares — is a highly concentrated, non-crystalline preparation of estrone together with small varying amounts of other estrogenic ketones. It is supplied in corn oil solution for intramuscular use and in capsules for oral administration. Also in pessaries.

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WALKER-GORDON Acidophilus

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And Now... you may order your Pollen Testing Sets

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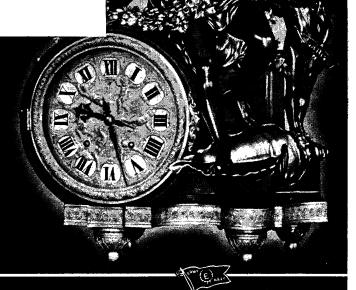
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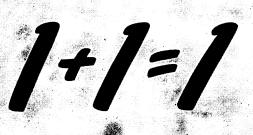
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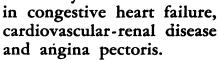
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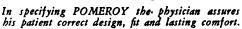
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Color reaction instantly

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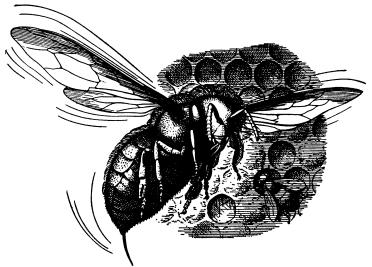
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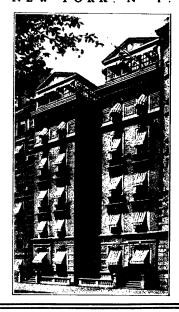
293 CENTRAL PARK WEST • NEW YORK, N Y

for ALCOHOLISM and DRUG ADDICTION

No Menial Cases Accepted

This hospital has specialized solely in addictions for over forty years. The treatment is a hospital procedure and provides a definite means of eliminating the craving and the toxic products of alcohol and drugs. Complete department of Physical Therapy for physical rebuilding and appreciating the seriousness of the mental side of the alcoholic problem, we devote the convalescent period to minimizing the possibility of relapse.

Complimentary Copy "Drug and Alcoholic Sickness" Sent on Request SCHUYLER 4-0770



The LANDAU-ADAMS Microsedimentation Apparatus (described by Albin Landau, M.D., April 1933, American Journal of Diseases of Children. Vol. 45, No. 4, pp. 691-733) is a modification of the Linzenmeier-Raunert method and overcomes several of the difficulties with macro methods. Particularly, it eliminates venipuncture and so simplifies blood sedimentation tests that they can be taken with equal facility in the home, office or hospital.

LANDAU - ADAMS MICROSEDIMENTATION APPARATUS

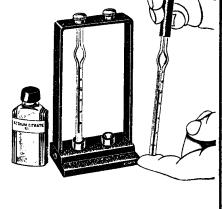
FEATURES . . .

- Eliminates venipuncture. Only a drop or two of blood is required. Especially valuable with small children and babies, and corpulent adults.
- 2. Requires no transfer of blood. The taking pipette serves also for the sedimentation.
- 3. Can be used with equal facility for home visits, office visits or hospital.
- Compact unit which fits easily into doctor's bag.

PROCEDURE . . .

Attach suction apparatus to a pipette, draw up 5% citrate solution to the first circular mark on the pipette. Puncture the finger tip and draw up blood until the combined column reaches the second circular mark. With the suction apparatus the citrated blood is carefully mixed by bringing if up and down in.o the bulb. After mixing, the top of the column is brought down to the zero point on the scale. The pipette is then set into the rack. After one hour the millimeter drop is read directly from the scale on the pipette.

Same procedure can be used when the sample is taken at the bedside, in which case it can be read after remixing up to six hours after the sample was taken.





A-2472 LANDAU-ADAMS Sedimentation Pipette only. Each......\$1.25





Quick, dependable results!

with the easily soluble

DUBIN AMINOPHYLLIN

TABLETS

Discriminating physicians are prescribing this product, American Made from American Materials, as a:

AMPULS

MYOCARDIAL STIMULANT AND POWERFUL DIURETIC: EFFECTIVE IN BRONCHIAL ASTHMA, PAROXYSMAL DYSPNEA AND CHEYNE-STOKES RESPIRATION.

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Numerous reports in the literature comment on Prompt Relief, Favorable Action, and Dramatic Improvement in these conditions.

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EFFECTIVE THERAPY IN Otitis Media

REQUIRES ANALGESIA - BACTERIOSTASIS, AND DEHYDRATION OF THE TISSUES.



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Octofollin

This latest development of the Schieffelin & Co. research laboratories offers outstanding advantages over all other estrogens now available.

Octofollin is effective by mouth, is very well tolerated and highly economical. Indications for its use are the same as those for all estrogens . . . menopause

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was built by the State to aid the private physician, in a primary or collateral capacity, in treating conditions for which hydrotherapy or crounotherapy is indicated. The Spa and its medical staff supervise the treatments prescribed by the individual physician — none of the staff engage in medical practice.

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Both 86.8 Proof BLACK LABEL 12 YEARS OLD



Due to British War Restrictions, gold foil has been eliminated and other slight changes have been made on the *outside* of the familiar Johnnie Walker bottle—but *inside* good old Johnnie Walker whisky remains unchanged.

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With added pressure placed upon fewer doctors in communities everywhere, the necessity of early fulfillment of prescriptions becomes apparent.

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It is impossible to make a combination of synthetics that contains all factors of the B-complex. The only way to assure the presence of both known and unknown factors is use of source material that contains the entire complex.

A recent authority* states that the physician regards individual vitamins as having special functions but knows that they occur together in nature and that if the diet is deficient in one it is likely to be deficient in others.

HALABEX—YEAST VITAMINE TABLETS (Harris)—have been successfully used

by physicians since 1919. They contain all factors of the water-soluble B-complex as found in brewers' yeast, the source material. No synthetics are added. High concentration makes massive oral doses easy.

*Tom D. Spies: Texas State Jl. of Med.: Nov. 1942

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As a result of the tremendously increased interest in the Eritonization treatment of arthritis, manufacturing costs per unit have been reduced. We pass this saving on to your patients in the form of a substantial price reduction.

Here is the price change effective immediately:

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ERTRON 50 capsules \$ 4.50

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ERTRONIZE YOUR ARTHRITIC PATIENTS

The extensive bibliography on Ertron, covering a nine-year period, has repeatedly demonstrated the value of *Ertronization* in arthritis therapy.

ERTRON*

ERTRON alone—and no other product—contains electrically activated, vaporized ergosterol (Whittier Process).

The exclusive Whittier Process assures high potency and absence of deleterious by-products. Careful laboratory control and assay guarantee the safety and effectiveness of ERTRON.

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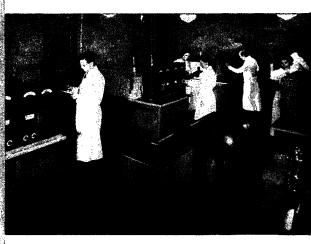
For the physician who wishes to reinforce the routine oral administration of ERTRON by parenteral injections, ERTRON Parenteral is now available in packages of six 1 cc. ampules. Each ampule contains 500,000 U.S.P. units of electrically activated, vaporized ergosterol (Whittier Process).



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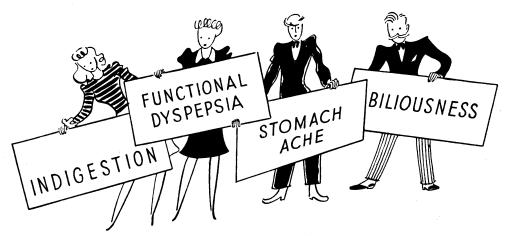
Control panel of special Whittier electrical activation unit.



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Vague symptoms, particularly in the early stages of diseases of the extrahepatic biliary tract, frequently mask the true condition, and delay much needed therapy.

Free drainage through the biliary channels is the primary objective in such conditions. This may be accomplished most efficiently with Cholan DH (pure dehydrocholic acid—Maltbie), not alone through evacuation of the gall-bladder contents—but particularly by a

marked increase (up to 200%) in the flow of bile of especially low viscosity. The use of Cholan DH may frequently forestall the necessity for surgical intervention, by discouraging gall stone formation and the entrenchment of infection.

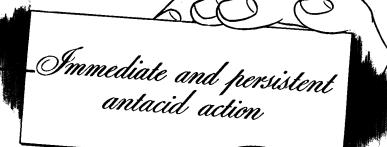
Contraindications: Occlusive obstruction of biliary tract. Use with caution in acute yellow atrophy, acute hepatitis, eclampsia and progressive jaundice.

Supplied: in bottles of 100, 500 and 1,000 tablets of 3¾ gr. each; also in ampul form, as Cholan DH Sodium (Solution Sodium Dehydrocholate, in 20% concentration), in either 3 cc. or 10 cc. ampuls, 6 to a box.

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Greamalin promptly reduces acidity within the stomach. The antacid effect is persistent. There is no local compensatory reaction, such as commonly occurs with alkalies, and hence no belated oversecretion of hydrochloric acid. Moreover, there is no risk of producing alkalosis.

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A highly refined and concentrated vegetable muciliaid prepared from the mucilignous perion of the seed of the psyllium group. Plantag Ovata-Forski, and held in dispersion with an equal amount of a special perior destrose.

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TO BE TAKEN IN ACCORDANCE WITH PHYSICIAN'S INSTRUCTIONS

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Modern Treatment of Constipation

"Smoothage," as provided in Metamucil, brings a modern concept to the treatment of constipation by supplying a bland, nonirritating method of re-establishing normal bowel function.

Metamucil is accepted by the Council on Pharmacy and Chemistry of the American Medical Association.

A highly purified, nonirritating extract of a seed of the psyllium group, Plantago ovata (50%), combined with anhydrous dextrose (50%), Metamucil mixes readily with liquids, is palatable, easy to take.

Supplied in 1-lb., 8-oz. and 4-oz. containers.

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Gerber's Baby Foods in Glass!

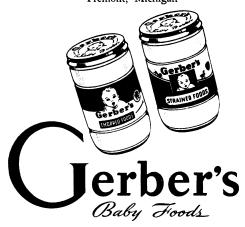
BY converting part of our production from tin to glass packing, the Gerber Products Company is now able to allot considerably larger amounts of baby foods to the New York Metropolitan area.

The new glass pack contains the same high quality set by Gerber's sixteen years ago, when we first began to make baby foods.

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We hope that you will mention Gerber's Baby Foods to your patients with babies.

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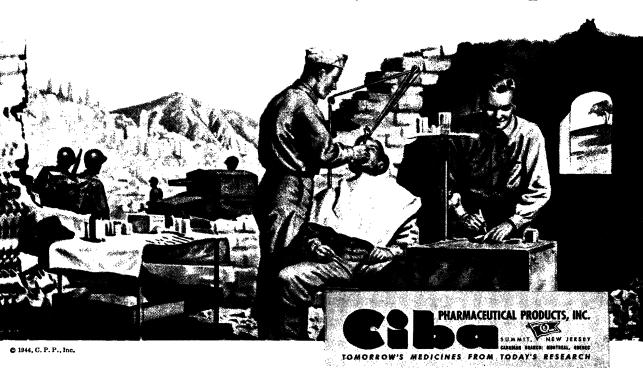
CAPTAIN JOHN SAYRE MARSHALL (1846-1922) U. S. Army



ULMINATING a brilliant career as physician, dental surgeon, teacher, and author of dental textbooks, Dr. Marshall at the age of 55 answered the call of the Surgeon General to supervise the first group of dentists employed by the Army. Into ten years of service as President of the Board of Examining and Supervising Dental Surgeons, he poured the lessons of a lifetime, developing the details of administration, training, personnel, and equipment for the Dental Corps which came into being in 1911, and which today serves our fighting men in camp and in the field. It has been well said that "he was himself the pattern around which the Dental Corps was built."

Ciba Pharmaceutical Products, Inc. salutes the men in the Medical Services of the United States as well as those in civilian forces responsible for health "behind the lines."

A Father of the Army Dental Corps



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anesthesia state that a heavy solution of Nupercaine* (1:200) affords anesthesia of long duration with no circulatory disturbances in their series. Furthermore, they note that Nupercaine Hydrochloride is highly useful for rectal operations and serves admirably for high abdominal anesthesia.

As a spinal anesthetic, Jones solution (Nupercaine 1:1500) — which is receiving enthusiastic acclaim by the British — may be used in the management of thoracic war injuries².

NUPERCAINE

a long-acting anesthetic

¹ Clement, F. W.; Elder, C. K.: Anesthesiology, 4:516, September, 1943.

² Forsee, J. H.; Shefts, L. M.; Burbank, B.; Fitzpatrick, L. J.; Burford, T. H.: J. Lab. & Clin. Med., 28:418, January, 1943.



*Trade Mark Reg. U. S. Pat. Off. Word "Nupercaine" identifies the product as alpha-butyloxycinchoninic acid gammadiethylethylenediamide hydrochloride.



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 A potent and economical multiple vitamin supplement.

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Vitamin B2..4 Milligrams Riboflavin

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Nicotinamide40 Milligrams

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